

OF THE STARS



PROFILES

by Percy Villa



JIM BRADLEY of BRADLEY'S LTD., 1600 Las Vegas Blvd. South claims to be the very first subscriber to the ISRAELITE (Ed. Note: I can verify to that).

Jim was born in Fort Wayne, Indiana, April 14, 1928. He has been a resident of Las Vegas since 1949.

The best thing that ever happened to him was when he married the attractive Gail Roach in 1954.

They have three children Jimmy, 12, Vickie, 11 and Shea, 2. The Bradleys are expecting an addition next month.

Jim has been in the clothing business since 1958. He is an excellent salesman mainly because he is clothes conscious. His wardrobe consists of 15 suits, 10 pair of slacks, 20 dress shirts, 10 sport jackets, half dozen "T" shirts and 10 pair of shoes.

He doesn't look as if he's married even when he's with his wife, Gail.

He loves his new location so, that he averages 15 hours working hours a day. His business has grown in recent month where his new location is 5 times the size of his old location.

He has increased his staff from 5 to 17 employees. He has 4 full time tailors. His tailoring department is complete.

He feels that the instant wardrobe will develop his operation into a chain of stores within the next two years.



JIM

His manager Wayne Marshall, says Bradley is instrumental in the success of his business because of his background in administration and designing.

Wayne has a small manufacturing plant in No. Hollywood and produces various speciality items for men's wear. They may be found at Bradley's Ltd.

Jim prefers a shower to a tub. He gets a massage almost weekly.

He collects sweaters. He has more sweaters than Andy Williams.

From his clothes reputation he is called by his friends as "Gentleman Jim."

He is 5 feet 9 -1/2 inches tall and is a trim 165 pounder with dark hair, blue eyes and handsome features.

He is one of the most polite and gentlemanly persons in Las Vegas. People who

don't know him well believe he's putting it on when he holds the door open for a stranger, etc. He isn't. He has a very sensitive consideration for other peoples' feelings.

Throughout the year he attends mens fashion shows at Los Angeles, Paris, New York, Chicago, San Francisco and Dallas. This coming year he already has plans on visiting Rome, England and Paris so that he can continue to have the most unique selection of mens wear on the West coast.

He claims that his chief reason for his success has been his 'Instant wardrobe plan,' which is a complete color coordinated ensemble. He is basically a shy and modest person.

("I don't like people to take advantage of others, especially when they're in a position to do so.") Once he opens up he becomes warm and friendly, and when he becomes your friend it's for keeps.

He is well-liked by most everybody and is friendly with all. There is no snobbery in him. ("Nobody is unimportant. There are only nice people and those not quite so nice.")

He doesn't see many of the Strip headliners and their shows ("They come to my place of business").

He is promotion minded and spends a buck with the people that make it possible for him to do business.

He is not a big eater, holding to the simple foods. Steak, salad and coffee make a fine meal. He doesn't drink to excess, but will take a martini before dining, and ("Sometimes after dining, too.")

He represents class, taste and elegance and is a definite credit to our community.

Wayne Newton At Flamingo

Wayne Newton, opening December 22 at the Flamingo in Las Vegas, has been booked for a big double header showing on New Year's Eve. In addition to a special dinner-party performance at 10:30 p.m. he'll come back again at 2:30 a.m. for another show. The second performance was scheduled because of the high demand for New Year's reservations. *****

Myron Cohen, America's

favorite story teller and one of Las Vegas' most popular "regulars", has signed with the Flamingo Hotel for an additional eight weeks in '68. He'll return February 22 with singer Al Martino. *****

The Flamingo in Las Vegas, currently undergoing a \$2 1/2 million expansion and refurbishing project, plans on opening its spacious new show lounge in a big way in early May.

SILVER SLIPPER PLANS BIG NEW YEAR'S EVE

The Silver Slipper Gambling Hall and Saloon will have a special New Year's Eve performance of The Exciting World of Burlesque in the casino's Gaiety Theater as one of the highlights of its annual New Year's Eve party. As in previous years, the Silver Slipper will provide all beverages, noise makers, party hats, and special gifts for the ladies at the reservations only gala. Special tickets for the December 31 celebration are now on sale at the casino's cashier cage. Tickets are \$10.00 plus tax per person and the festivities start at 10:30 P.M.

IF YOUR BUSINESS CANNOT AFFORD TO ADVERTISE THEN ADVERTISE IT FOR SALE IN THE LAS VEGAS ISRAELITE.

ISRAELITE ADS PAY

PUBLIC NOTICE

REGISTERING FOR THE FREE ANNUAL SOCIAL SECURITY NUMBER EVENT IS NOW IN PROGRESS AT THE EL CORTEZ HOTEL.

\$262,000⁰⁰ HAS BEEN ALLOCATED FOR PRIZES THIS SESSION. THE SOCIAL SECURITY DESK WILL REMAIN OPEN DAILY FROM 8 AM TO MIDNIGHT FOR ACCEPTANCE OF REGISTRATIONS (No Minors).

\$15,000⁰⁰ DAILY NUMBER DRAWINGS WILL COMMENCE MONDAY, DECEMBER 18TH FOR 35 CONSECUTIVE DAYS. AS HAS BEEN THE PAST POLICY, SOCIAL SECURITY NUMBER WINNERS DO NOT HAVE TO BE PRESENT. REGISTER YOUR SOCIAL SECURITY NUMBER NOW AT THE EL CORTEZ HOTEL DOWNTOWN, 6th AND FREMONT.

When Caesars Palace was opened in Las Vegas in the summer of 1966, Jerry Zarowitz, his boss and friend in Miami Beach, said: "Come on out, the health club is yours." He has, in his own words, "been doing tremendous." Jean operates the women's section.

Their son Howard, who fooled the Army doctors and got in despite his asthma, now is a successful businessman in Boston. They have a married daughter, Linda, living in Toledo. She has three girls.

Mike was a referee in Miami Beach and holds a Nevada license currently.

He remains lean and rugged. "Try giving 20 'plactzers' (Russian bath) a day in the hot room and you'll see why I can referee 10 rounds without puffing," he reports.